

**To:** [jweiss@targetcoatings.com](mailto:jweiss@targetcoatings.com)  
**Cc:** []  
**Bcc:** []  
**From:** CN=Elizabeth Butler/OU=R2/O=USEPA/C=US  
**Sent:** Fri 2/10/2012 5:39:36 PM  
**Subject:** Re: Superfund site sign  
[Butler.Elizabeth@epamail.epa.gov](mailto:Butler.Elizabeth@epamail.epa.gov)  
[jweiss@targetcoatings.com](mailto:jweiss@targetcoatings.com)  
[lennyt22@gmail.com](mailto:lennyt22@gmail.com)  
[doug@forumfg.com](mailto:doug@forumfg.com)  
[debbie@nynjbaykeeper.org](mailto:debbie@nynjbaykeeper.org)  
[tpietrykoski@pvsc.nj.gov](mailto:tpietrykoski@pvsc.nj.gov)  
[spark07105@yahoo.com](mailto:spark07105@yahoo.com)  
[abaptista@ironboundcc.org](mailto:abaptista@ironboundcc.org)  
[MJusino-Iturralde@jerseyhistory.org](mailto:MJusino-Iturralde@jerseyhistory.org)  
[john@sustainablefox.com](mailto:john@sustainablefox.com)  
[rlaw@demaximis.com](mailto:rlaw@demaximis.com)  
[Tim\\_Kubiak@fws.gov](mailto:Tim_Kubiak@fws.gov)  
[vic.monte@rutgers.edu](mailto:vic.monte@rutgers.edu)  
[pjbluestein@tierra-inc.com](mailto:pjbluestein@tierra-inc.com)  
[jweiss@targetcoatings.com](mailto:jweiss@targetcoatings.com)  
[marco.liberal@simsmm.com](mailto:marco.liberal@simsmm.com)  
[paul.brzozowski@tierra-inc.com](mailto:paul.brzozowski@tierra-inc.com)  
[rrichards@njpac.org](mailto:rrichards@njpac.org)  
[kimgaddy@tmo.blackberry.net](mailto:kimgaddy@tmo.blackberry.net)  
[dyennior@msn.com](mailto:dyennior@msn.com)  
[Peter.M.Weppler@usace.army.mil](mailto:Peter.M.Weppler@usace.army.mil)  
[rdougherty@citybloom.org](mailto:rdougherty@citybloom.org)  
[cjohnston@ironboundcc.org](mailto:cjohnston@ironboundcc.org)  
[greenwoods@ci.newark.nj.us](mailto:greenwoods@ci.newark.nj.us)  
[citizen@cleanoceanaction.org](mailto:citizen@cleanoceanaction.org)  
[TBAL5678@yahoo.com](mailto:TBAL5678@yahoo.com)  
[smarks@hudsoncountynj.org](mailto:smarks@hudsoncountynj.org)  
[thomasr2@ci.newark.nj.us](mailto:thomasr2@ci.newark.nj.us)  
[acohen@hcdnnj.org](mailto:acohen@hcdnnj.org)  
[jsamsonphd@gmail.com](mailto:jsamsonphd@gmail.com)  
[calbucher@gmail.com](mailto:calbucher@gmail.com)  
[Bob.Romagnoli@arcadis-us.com](mailto:Bob.Romagnoli@arcadis-us.com)  
[cmellon@ironboundcc.org](mailto:cmellon@ironboundcc.org)  
[Trina.Scordo@changetowin.org](mailto:Trina.Scordo@changetowin.org)  
[mark.herzberg@dep.state.nj.us](mailto:mark.herzberg@dep.state.nj.us)  
[jamespmack@jpm-llc.com](mailto:jamespmack@jpm-llc.com)  
[Lisa.A.Baron@usace.army.mil](mailto:Lisa.A.Baron@usace.army.mil)  
[jsphnardone@yahoo.com](mailto:jsphnardone@yahoo.com)  
[christina.montorio@changetowin.org](mailto:christina.montorio@changetowin.org)  
[reyhan.mehran@noaa.gov](mailto:reyhan.mehran@noaa.gov)  
[kirk.barrett@manhattan.edu](mailto:kirk.barrett@manhattan.edu)  
[janine.macgregor@dep.state.nj.us](mailto:janine.macgregor@dep.state.nj.us)  
[prcwater@aol.com](mailto:prcwater@aol.com)  
[tpietrykoski@pvsc.com](mailto:tpietrykoski@pvsc.com)  
[mgreenberg@ironboundcc.org](mailto:mgreenberg@ironboundcc.org)  
[bonefish5000@gmail.com](mailto:bonefish5000@gmail.com)  
[lennyt22@gmail.com](mailto:lennyt22@gmail.com)  
[Target Coatings, Inc.](http://TargetCoatings.com)  
[800-752-9922](tel:800-752-9922)  
[973-650-1030](tel:973-650-1030)

201-797-5973  
jweiss@targetcoatings.com

I don't have the original email - only your response and I didn't see an attachment to that. If you wouldn't mind please email that to me just so I can confirm what version of the signs you're referring to. If you're looking at an old version, I'll get you the new ones, so you can let me know if your comments still apply. Point noted about future signs. Thanks again.

From: Jeff Weiss- Target Coatings <jweiss@targetcoatings.com>  
To: Elizabeth Butler/R2/USEPA/US@EPA  
Date: 02/10/2012 12:30 PM  
Subject: Re: Superfund site sign  
Sent by: bonefish5000@gmail.com

Hi Liz,

Yes, it too as my pleasure to meet last night.

The signs that I am referring to should be attached to the original email. If you cannot access them I will forward to your attention. The root of my comment is based on the signs appear to be more along the lines of advertising as opposed to information-based. My concern is that future signage will follow this trend, which is not appropriate.

Best Regards

Jeff Weiss

/ via Android

On Feb 10, 2012 11:50 AM, "Elizabeth Butler" <Butler.Elizabeth@epamail.epa.gov> wrote:

Hi Jeff.

Was good to see you last night. Unfortunately, I only saw this email this morning, otherwise, I would've chatted with you about it during our sub-committee meeting. Sorry about that. I'm not sure if you're questions/comments have already been addressed since it didn't come up during the meeting last night, but I wanted to follow-up with you just in case. I have to admit I'm a little confused about the version of the sign you're referring to - I'm thinking it might have been the earlier draft. There are 2 approved signs currently in place - 1 at the Diamond Alkali site and 1 at the upland processing site on Blanchard. They have been there since July when we began construction (Superfund rules require signage be put up as soon as work begins). I realize this may have been before your time with the CAG, but I did share draft signs with the CAG and did get several items of feedback which were then incorporated in the final approved signs - the ones that are hanging on the fences outside of the site now. In those, the EPA, Tierra and ARCADIS logos are still at the top but they are all the same size and the US EPA Superfund Site line is the biggest part of the sign. I'm not sure if that completely addresses your concerns, so please feel free to reach out to me directly if you have additional questions or concerns.

Thanks and have a good weekend,

Elizabeth

From: Jeff Weiss- Target Coatings <jweiss@targetcoatings.com>  
To: Lenny Thomas <lenny22@gmail.com>  
Cc: Douglas Sarno <doug@forumfg.com>, Debbie Mans <debbie@nynjbaykeeper.org>, "Pietrykoski, Thomas" <tpietrykoski@pvsc.nj.gov>, Nancy Zak <spark07105@yahoo.com>, Dave Kluesner/R2/USEPA/US@EPA, Ana Baptista <abaptista@ironboundcc.org>, Maribel Jusino-Iturralde <MJusino-Iturralde@jerseyhistory.org>, John Fox <john@sustainablefox.com>, Rob Law <rlaw@demaximis.com>, Kubiak Tim <Tim\_Kubiak@fws.gov>, Victor Monterrosa <vic.monte@rutgers.edu>, Paul Bluestein <pjbluestein@tierra-inc.com>, Jeff Weiss

<jweiss@targetcoatings.com>, Marco Liberal <marco.liberal@simsmm.com>, Paul Brzozowski <paul.brzozowski@tierra-inc.com>, Ross Richards <r-richards@njpac.org>, Kim Gaddy <kingaddy@tmo.blackberry.net>, David Yennior <dyennior@msn.com>, Peter M Weppler <Peter.M.Weppler@usace.army.mil>, Robin Dougherty <rdougherty@citybloom.org>, Elizabeth Butler/R2/USEPA/US@EPA, Carol Johnston <cjohnston@ironboundcc.org>, Stephanie Greenwood <greenwoods@ci.newark.nj.us>, Zach McCue <citizen@cleanoceanaction.org>, Timothy Bal <TBAL5678@yahoo.com>, "Stephen D. Marks" <smarks@hudsoncountynj.org>, Robert Thomas <thomasr2@ci.newark.nj.us>, Arnold Cohen <acohen@hcdnnj.org>, Jennifer Samson <jsamsonphd@gmail.com>, Chelsea Albucher <calbucher@gmail.com>, Bob Romagnoli <Bob.Romagnoli@arcadis-us.com>, Cynthia Mellon <cmellon@ironboundcc.org>, Stephanie Vaughn/R2/USEPA/US@EPA, Trina Scordo <Trina.Scordo@changetowin.org>, Mark Herzberg <mark.herzberg@dep.state.nj.us>, James Mack <jamespmack@jpm-llc.com>, Lisa Baron <Lisa.A.Baron@usace.army.mil>, Joe Nardone <jsphnardone@yahoo.com>, Christina Montorio <christina.montorio@changetowin.org>, Mehran Reyhan <reyhan.mehran@noaa.gov>, Barrettt Kirk <kirk.barrett@manhattan.edu>, Janine MacGregor <janine.macgregor@dep.state.nj.us>, Alice Yeh/R2/USEPA/US@EPA, Ella Filippone <prcwater@aol.com>, Thomas Pietrykoski <tpietrykoski@pvsc.com>, Molly Greenberg <mgreenberg@ironboundcc.org>, Elizabeth Myer/R2/USEPA/US@EPA

Date: 02/09/2012 02:29 PM

Subject: Re: Superfund site sign

Sent by: bonefish5000@gmail.com

Lenny,

Question: Has this Superfund Site sign been approved and already posted? I hope not.

It is, without a doubt, the biggest ad banner that I have seen for Tierra so far. Frankly, they don't deserve the free press.

Replace the Tierra Solutions, Inc., logo with the U.S. EPA Superfund Site line.  
Move the Tierra logo to a position below the US EPA Superfund Site by-line. Reduce the font size of the Tierra logo by 50%.

There is something else that I want to add to this sign, but I'll behave myself...

Will discuss it with you and the CAG members tonight.

JW

On Thu, Feb 9, 2012 at 3:51 AM, Lenny Thomas <lenny22@gmail.com> wrote:

Hi Jeff,

This was some information I sent to you earlier. I wanted you to see the sign especially. I hope you get this copy.

Lenny

Hi Jeff,

I sent you the update on our committee notes, but I wasn't sure if you got the previous notices about the site sign the EPA announcement so I'm attaching them here

Lenny

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Jeff Weiss

President  
Target Coatings, Inc.  
Office: 800-752-9922 ex.3  
Mobile: 973-650-1030  
Fax: 201-797-5973  
Skype: jeff.weiss292  
jweiss@targetcoatings.com

"Beauty of style and harmony, of grace and good rhythm, depends on simplicity".  
-Plato

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